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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to electronic mail. Any items, comments or inquiries should be sent to Denver Browning, Editor, Information Technology Management Staff, Office of Public Affairs, Room 536-A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's FTS2000 (AT&T) mailbox !A13DBROWNING, or call at 202-720-2058. Communicators with USDA Agencies, Land Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

EDITOR'S NOTE: Although timely in the electronic version, some job announcements may reach you too late in hard copy due to the shortness of deadlines. Our policy is to include all electronic items in the end-of-month hard copy.

UNIVERSITY OF WISCONSIN-EXTENSION SEEKING MEDIA SPECIALIST

The University of Wisconsin-Extension's (UWEX) Program Support Office has an opening for a media specialist (video graphics/desktop publisher). The media specialist will be a member of the Madison-based staff of the UWEX Cooperative Extension Distance Education/Video Production Unit.

Duties include working with Cooperative Extension distance education Specialists/instructional designers and content specialists to produce graphics for live video satellite programs, instructional videotapes, and supplementary print materials.

Qualifications include ability to fully operate MacIntosh computer equipment, including laser printers, scanners, and other peripheral devices; minimum of one year experience producing graphics for broadcast-quality video; one year experience using PageMaker or other desktop publishing programs to design and produce effective print materials; and ability to work effectively with video production personnel and clientele under tight timelines.

A B.A. or B.S. degree in communications or related field is preferred.

Submit application, resume, official transcripts of postsecondary academic work and names, addresses and telephone numbers of three references to: CE Personnel, Room 619, 432 North Lake Street, Madison, WI 53706. Information and applications are available from CE Personnel, 608-263-1945. Interviews will be held in Madison, WI. Candidates' interview expenses will be reimbursed.

Application information must be received by October 5.

**NAT'L ASSN. OF GOV'T COMMUNICATORS' 1993 CALENDAR AVAILABLE**

Did you know a Scottish guy -- Alexander Bain -- invented the fax in 1843? And the cathode ray tube, that dusty thing in your TV and computer, that was invented in 1878. TV itself, or something called "televide," was with us in 1881. Some credit Thomas Jefferson with inventing the mimeograph machine. Thomas Edison invented a later version around 1873.

The point is, according to the 1993 wall calendar published by the National Association of Government Communicators (NAGC), a lot of this "high tech" equipment we're dealing with today has been around -- well, long enough to collect some dust.

Of course, people have upgraded it considerably since its inventors unleashed it on the world. The fax today is a far cry from whatever it was Bain came up with 149 years ago.

Anyway, if you didn't know all this stuff, now's your chance. NAGC has done it again! They've got a calendar that will improve your attendance at coffee breaks, luncheons, happy hour or wherever things need to be livened up.

This calendar was compiled for people in the business of communicating information to the public. If that's what you do, you might as well learn a little about when these historic events in communication took place. It's all here. The exact date when Morse demo'ed his telegraph, when commercial railroad service chugged forward, the first balloon ascension took off, and Thomas Pain published "Common Sense."

That's just January and we're already perspiring.

And this year, NAGC has the pictures to prove these things happened! NAGC's wall calendar (containing all 12 months and 365 days) has actual photographs illustrating historic events in communications.

The calendars sell for \$10 from the NAGC office, 669 South Washington Street, Alexandria, VA 22314. Telephone 703-519-3902.



OHIO STATE CES OFFERING TWO SATELLITE PROGRAMS IN OCTOBER

Ohio State University Cooperative Extension Service (OCES) has announced two upcoming satellite programs.

On Thursday, October 15, from 10:30 a.m. to 2:30 p.m. ET, "Youth Protection Policy Training" will be presented. This train-the-trainer program introduces viewers to OCES's new Youth Protection and Policy Guidelines.

USDA's Extension Service has encouraged every state to develop a youth protection policy and guidelines which correspond to state statutes. This video conference will train you in understanding the OCES policy and guidelines, assist you in identifying child abuse and neglect, provide you with the legal requirements for responding to and reporting suspected abuse and neglect, and furnish resources to assist you in implementing educational programs at the local level.

Personnel in all program areas -- agriculture, home economics, 4-H youth development, and community and natural resource development -- are encouraged to participate in this conference.

For program content information, contact Marilyn Speigel, 614-292-6182. For technical information, contact Mitch Jacobs, 614-292-2011.

On Thursday, October 22, at 9:15 a.m. ET, OCES will present "Citizens and Public Leadership -- A Case for Rebuilding Democracy." Is the health of American politics at risk? Are Americans apathetic about our political system? Is our sense of civic duty dead?

The health of American democracy will be discussed in this broadcast which is the center piece of a half-day seminar designed for elected and non-elected community leaders. A panel of experts, including Ohio Secretary of State Bob Taft, will discuss the problems faced by citizens involved in the democratic system; some solutions to those problems; and the traits, images, and behaviors needed to implement those solutions.

For more information, contact Mitch Moser (614-292-2011) or Dave Boothe (614-286-3299).

**CORNELL TO OFFER 13TH ANNUAL COURSE IN COMMUNICATION PLANNING**

For the 13th year, Cornell University will offer "Communication Planning and Strategy." The workshop/seminar has attracted more than 300 people from approximately 60 nations.

The program emphasizes organization of communication, non-formal education, and information programs that involve various groups of people -- from policymakers to villagers.

Among the topics covered are developing a communication strategy, message design issues, analyzing audiences, media selection, mobilization of resources, interpersonal communication, mass media, small group communication, social marketing, and communication research and evaluation. Participants have the opportunity to obtain some hands-on experience in video production and in desktop publishing.

The program includes a field trip to the Washington, D.C., area to meet with agencies in development communication.

Participants include project directors, information officers, ministry officials, extension specialists, public health leaders, officers from international and bilateral development agencies, agricultural research organizations and nutrition institutes, and people from academic institutions.

Enrollment is limited to 24 people. Tuition is \$2,975 for the 4-week program plus a \$25 registration fee. This does not include housing, personal expenses, or transportation.

For further information, contact Mrs. Joan Payton, CPS-93, Department of Communication, Cornell University, Kennedy Hall, Ithaca, NY 14853, or call 607-255-6500, fax 607-255-7905, or e-mail JFP@CORNELL.CIT.CORNELL.EDU.



OPA PRODUCER WINS NAGC GOLD SCREEN AWARD FOR TELEVISION FEATURE

Patrick O'Leary, a television producer with the Radio & TV Division in USDA's Office of Public Affairs, is a winner in the National Association of Government Communicators (NAGC) Gold Screen Competition.

His entry, "Iowa Farming Series," won in the Television (Feature Story) Category of the competition.

O'Leary will receive his award at the Blue Pencil-Gold Screen Awards Luncheon which will be held in conjunction with NAGC's annual communications school, Wednesday, January 13, 1993, at the Old Colony Inn in Alexandria, VA.

Stephanie Strong of USDA's Forest Service won honorable mention in the Video/Film (Public Information/Promotional Program) Category for her entry, "Gypsy Moth: A Balanced Perspective." In the same category, Paula Carney of USDA's Food and Nutrition Service also won an honorable mention for her entry, "Lifelines: To Healthy Babies."

MacKenzie Kearney, video producer for the U.S. Secret Service, chaired NAGC's 1992 Gold Screen Competition. Susan Fertig-Dyke of USDA's Office of Public Affairs was her co-chair (See INSIDE INFORMATION, March 1992).

**USDA DIRECTOR COMPLETES EXCELLENCE IN GOVERNMENT FELLOWSHIP**

James I. Pace, Director of Native American Programs in USDA's Office of Public Affairs, recently received recognition from the Council for Excellence in Government for completing their one year fellows program. The Honorable Judge Sessions, director of the Federal Bureau of Investigation, was keynote speaker and presented the graduation certificates.

Of the 25 federal managers selected in a national competition for the program, Pace was the only employee selected from the Department of Interior, which is where he worked until being selected for his current position with USDA in February of this year. Winners were selected in a government-wide competition on the basis of sustained superior performance, interest in assuming executive roles in government, and strong support from the nominating department for the candidates career development.

The Excellence in Government Fellows Program is designed to enhance the leadership and managerial skills of top performing mid-level managers. It consists of a year long series of interactions with successful leaders from major corporate and federal organizations.

Pace holds a masters in business from Washington State, a bachelors in biology from the University of Massachusetts, and an associates in Forestry from Paul Smiths College in New York. He is the recipient of the Earl Wilcox Award from the Intertribal Timber Council for "Outstanding Service to Indian Forestry".

**NATIVE AMERICAN PROGRAMS ASST. SEES SIMILARITIES IN TRIP TO CHINA**

The usual cost of a China tour is about \$4,475. So when George Holcomb (USDA's assistant director of Native American Programs) was invited by a Chinese American industrialist friend to visit his former province for less than half that cost, Holcomb said, "Let's go!" What he found in the country of 1.1 + billion souls were people who need joint private enterprise ventures just as do many American Indians with whom Holcomb works.

Back in August, the friend, Hittle Lee had suggested Holcomb take a group along. Since his friend's purpose was to transmit ideas on agribusiness, Holcomb decided to ask expert farm-country people from his home state of Iowa if they were interested. Three agribusiness couples dug up the money to go. Holcomb also invited Ed Poe (chief of the USDA Publishing Division) because of Poe's experience on a 1989 China trip for USDA. (Poe arranged for the Lee group to meet with national Agricultural Ministry officials in Beijing on the last few days.)

Holcomb, Poe, and tourguide Lee next began looking for bargain fares. A New York travel agency in touch with Japan Air Lines (JAL) and Chinese Air Lines offered the best deal; yes, it can be done!

Holcomb almost missed the beginning flight because his friend temporarily lost Holcomb's passport but on September 5 the group of nine took off nonstop to Tokyo's airport (Narita).

From Tokyo, the group flew to Shanghai, China's biggest city, with 13 million people. An "anarchistically tangled traffic" of honking cars and trucks and what seemed like millions of bicyclists and jaywalkers impressed them.

The Americans flew a China-airline evening flight from Shanghai to Wuhan, capital city of the inland, south-central province of Hubei -- "fish and rice" country -- and then went by bus on to Xiantao, hometown many years ago of tour leader Lee. After overnighing in a comfortable but cheap hotel, they went on to Zinzhou city. There, an official of the first, ever, Chu Cultural, Industry and Agricultural Fair welcomed the nine visitors.

Eight of them were the only native-English speaking guests at the fair. They noted welcoming banners in English across streets and buildings as they bussed through bicycle infested streets of centuries-old Zinzhou (Pop: 1 million). They learned one English banner had been repainted because it had contained a grammatical error! Everywhere the Americans went, crowds gathered to stare at them. Most local Chinese had never seen Westerners.

The Americans found themselves on national television and in two front-page photos on the fair in the national China Daily, captions and story in Chinese. Top provincial and local officials kept the nine busy from morning to night visiting show-place agri- and aquaculture projects in the cotton-rice-fishpond area around Zinzhou.

The city is surrounded by ancient walls and a moat connected to the great Yangtze River. Narrow roads swarm with small two-wheel tractors -- and bicycles.

Holcomb asked one interpreter, an English-language teacher, if he could visit the teacher's middle school one evening. Within minutes after arrival, he was asked by students speaking English to visit one class after another. Age 14 to 16, most students were shy about trying their English but several asked questions.

First question was, "Do you think China can catch up with America?" He responded that if Chinese students continue to study as hard as they obviously were doing and could develop good skills, the answer was "Yes!"

Five nights a week, the students study in their quiet main rooms after a full day of classes. Holcomb reached at least 8 classes before he was escorted on foot through pitch-black alleys back to his hotel.

Primary tour for the Americans was to the "Out-Beach" area between the huge hand-built dikes on one flood plain of the Yangtze. They saw thousands of acres grown up to perennial reeds, which the Chinese harvest by hand annually for fiber. To date, no Chinese farmers have dared tackle the sea of reeds to attempt other crops. The visitors were urged to develop "joint ventures" to make better use of the obviously rich soil.

The same message came from the national ministry officials in Beijing. They declared local officials had autonomy to develop joint business projects.

Holcomb says he was surprised at scores of "obviously unregulated street markets" selling food and merchandise in every city and village, but not surprised at general farming whose technology is 50 to 60 years behind U.S. farmers, special state projects with up-to-date methods for chickens and hogs (except they use several times more of surplus agriculture manpower than U.S. farms), and a people whose faces looked sad until an American smiled at them.



USDA-FAS PUBLIC AFFAIRS SPECIALIST WINS NAGC SCHOLARSHIP

Linda Habenstreit, a public affairs specialist with the U.S. Department of Agriculture, is winner of "The Thomas Jefferson Scholarship of the National Association of Government Communicators."

Habenstreit submitted the winning composition in NAGC's contest on "What Government Must Do to Improve its Image."

NAGC offers the \$1,000 scholarship to NAGC members making \$35,000 or less and who want to continue their education in government communication.

Habenstreit is with USDA's Foreign Agricultural Service, where she writes and edits speeches, brochures, fact sheets and other materials for presentation or publication. She previously worked two and one-half years as writer-editor with Department of Commerce's Office of Inspector General. There, she edited and laid out audit and inspection reports and the office's bimonthly employee newsletter.

Habenstreit is a part-time, evening student at George Mason University, Fairfax, VA, Where she will graduate with a bachelor's degree in communications in May 1993. She has been attending night classes for 10 years.

She is a member of Lambda Pi Eta, the national speech communication honor society. The George Mason communications department nominated her National Collegiate Communication Arts Award winner for three consecutive years, 1990 through 1992. She holds an associate degree in data processing from Northern Virginia Community College.

NAGC offers two scholarships. The Thomas Jefferson for NAGC members and the Thomas Paine for students. Applicants for the Thomas Paine Scholarship can be any sophomore or upper level students or graduate students majoring in communications (public relations, marketing, graphic arts, journalism, etc.).

Students wishing to apply can obtain forms and additional criteria by sending a self-addressed, stamped envelope to NAGC, 669 S. Washington Street, Alexandria, VA 22314.



EXTENSION CIT'ER AMONG THOSE HONORED BY "GOV'T COMPUTING NEWS"

Greg Parham of USDA Extension Service's Communication, Information and Technology staff, was one of ten from USDA recognized by GOVERNMENT COMPUTING NEWS (GCN) for innovative and creative information technology application. GCN recognizes about 100 government employees each year for contributions within their agencies.

The citation for his work reads: "Gregory Parham has provided strategic leadership for the internetworking of computers for the Extension Service. During his tenure at ES, a major workplace enhancement has been completed that involved the procurement and implementation of a local area network of more than 200 work stations and peripherals. He has also provided leadership to ES on wide area networking, including Internet access for every ES employee and global access to information resources.

"Working collaboratively with his counterparts in Science and Education and the land grant colleges and universities, Parham is promoting the use of open systems, standards and the NREN as tools for achieving and maintaining effective use of computing resources."



UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

October 21:

AGRICULTURAL COMMUNICATORS IN EDUCATION LUNCHEON

Speaker: Betty Debnam, Creator of the Syndicated "Mini Page"

Valley Room, USDA Administration Building

Contact: Kathryn Hill, 202-690-4750

November 4:

REFRIGERATOR JOURNALISM: Making Your Writing More Useful and Usable

Live Satellite Conference from the University of Missouri-Columbia

Contact: 314-882-4038 or fax 314-882-1953

November 5-6:

RAGAN COMMUNICATIONS 5TH ANNUAL SPEECHWRITING CONFERENCE

Marriott Hotel, Chicago, Illinois

Contact: 800-879-5331 or fax 312-335-9583

November 18:

AGRICULTURAL COMMUNICATORS IN EDUCATION WORKSHOP

"USA Today" News Story Conference

USA Today Building, Rosslyn, Virginia

Contact: Hank Becker, USDA ARS, 301-504-8547

November 19-22:

SOCIETY OF PROFESSIONAL JOURNALISTS NATIONAL CONVENTION

Stouffer Harborplace Hotel, Baltimore, Maryland

Contact: SPJ, 317-653-3333

January 14-16, 1993:

NAGC 1992 NATIONAL COMMUNICATIONS SCHOOL

Old Colony Inn, Alexandria, Virginia

Contact: Debbie Trocchi, 703-519-3902

April 8, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION SPRING WORKSHOP

National 4-H Center, Chevy Chase, Maryland

Contact: Hank Becker, USDA ARS, 301-504-8547

May 8-12, 1993:

AGRICULTURAL COMMUNICATORS IN EDUCATION INTERNAT'L MEETING

Theme: "ACE '93, Discover New Worlds"

Hotel Intercontinental on Biscayne Bay, Miami, Florida

Contact: Donald Poucher, 904-392-0437 or Thomas Hintz, 904-392-5180



